IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Jeffrey Mark Zucker, et al. § Atty.Dkt.No.: 6057-37702

Serial Number: 09/100,671 § Examiner: Retta, Yehdega

Filing Date: 6/19/1998 8 Group/Art Unit: 3622

8 STORP THE SILL STORE

Title: THIRD PARTY PRIVACY \$ Conf. No.: 8812

RESPONSE TO OFFICE ACTION MAILED JULY 29, 2008

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir/Madame:

This paper is submitted in response to an Office Action of July 29, 2008, to further highlight why the application is in condition for allowance.

Please amend the case as listed below.